

What is claimed is:

1. An information transmitting apparatus for transmitting information to a plurality of information receiving apparatuses via a serial bus:
  - a selection unit configured to select at least one from the plurality of information receiving apparatuses; and
  - a transmission path establishing unit configured to establish a transmission path to the selected information receiving apparatus so that the information is transmitted therethrough.
2. The information transmitting apparatus according to claim 1, further comprising a memorization unit having a database in which an information receiving apparatus designated by a user from the plurality of information receiving apparatuses is registered, wherein
  - the selection unit is configured to select at least one information receiving apparatus from the information receiving apparatus registered in the database of the memorization unit.
3. The information transmitting apparatus according to claim 1, wherein the transmission path establishing unit is configured to establish the transmission path by transmitting a predetermined command to the information receiving apparatus.
4. The information transmitting apparatus according to claim 3, wherein the predetermined command is an INPUT\_SELECT\_control command compliant with an IEEE (Institute of Electrical and Electronic Engineers) 1394 standard.
5. The information transmitting apparatus according to claim 1, further comprising a search unit configured to search a format supported by the one information receiving apparatus to which the transmission line has been established and a decision unit configured to decide, on the basis of a result researched by the research unit, the format on which the information is transmitted to the one information receiving apparatus.

6. The information transmitting apparatus according to claim 5, further comprising a storage in which the format supported respectively by the information receiving apparatus and searched by the search unit is stored, wherein

5 the decision unit is configured to perform the selection by making reference to the format stored in the storage.

7. An information transmitting method of transmitting information to a plurality of information receiving apparatuses via a serial bus, the method comprising the steps of:

10 selecting at least one from the plurality of information receiving apparatuses; and

establishing a transmission path to the selected information receiving apparatus so that the information is transmitted therethrough.

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8. The information transmitting method according to claim 7, further the steps of:

searching a format supported by the one information receiving apparatus to which the transmission line has been established; and

20 deciding, on the basis of a result researched by the research unit, the format on which the information is transmitted to the one information receiving apparatus.

9. An information transmitting and receiving system comprising one or more transmission apparatuses transmitting information and a plurality of reception apparatuses each receiving the information from the transmission apparatuses via a serial bus, wherein

25 each of the transmission apparatuses comprises a selection unit configured to select at least one from the plurality of reception apparatuses; and

30 a transmission path establishing unit configured to establish a transmission path to the selected reception apparatus so that the information is transmitted therethrough.

35 10. The information transmitting and receiving system according to claim 9, wherein each of the transmission apparatuses

comprises a search unit configured to search a format supported by the one reception apparatus to which the transmission line has been established and a decision unit configured to decide, on the basis of a result researched by the research unit, the format on which the

5 information is transmitted to the one reception apparatus.